## ORDER

Orders Order / Rev: 724394 06392392 Alt Order #: Product Desc: PARKER FOR CONGRESS Flight 10/24 **KPNX** Estimate: Flight Dates: 10/24/12 - 11/06/12 Primary AE: Jim Quinn 10/26/12 / 10/26/12 Sales Office: Original Date / Rev: T-PHI NAT Order Type: Political Sales Region: Jamestown Associates/ POL Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: **Broadcast** 5 Mapletown Road Suite 300 Billing Cycle: EOM/EOC Agency Commission: Princeton, NJ 08540 15% Advertiser **Vernon Parker for Congress** Name: A35+ New Business Thru: Demographic: **Product Codes:** PL-US House Representative Order Separation: 00:15:00 P-1 Priority: Advertiser External ID:

Bill Plan

Revenue Codes:

10/28/12

11/06/12

**Totals** Start Date **End Date** # Spots Gross Amount Net Amount

19

32

AGY, GEN, POL

\$13,300.00

\$34,350.00

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	19	\$13,300.00	\$11,305.00	0.00
November 2012	32	\$34,350.00	\$29,197.50	0.00
Totals	51	\$47,650,00	\$40 502 50	0.00

Agency External ID:

**Account Executives** 

10/01/12

10/29/12

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Jim Quinn			Start Of Order - End Of Order	100%	

\$11,305.00

\$29,197.50

Ch Inventory Code Break Start/End Time Len Spots Ln Start End Days Rate Pri Rtg Type Spots Amount - - WTF-**KPNX** 10/24/12 10/26/12 M-F Today Show 7-9a CM :30 \$1,000,00 P-1 0.00 NM \$2,000,00 **NBC Today Show** Start Date **End Date** Weekdays Spots/Week Rate Rating - - WTF-Week: 10/22/12 10/28/12 \$1,000.00 0.00 2 KPNX 10/29/12 11/02/12 M-F Today Show 7-9a CM 7-9a MTWTF--:30 5 \$1,000.00 P-1 0.00 NM 5 \$5,000.00 **NBC Today Show End Date** Weekdays Spots/Week Start Date Rate Rating MTWTF- -Week: 10/29/12 11/04/12 5 \$1,000.00 0.00 KPNX 11/05/12 11/06/12 M-F Today Show 7-9a CM 7-9a МТ----:30 2 \$1,000.00 P-1 0.00 NM \$2,000.00 **NBC Today Show** Start Date **End Date** Weekdays Spots/Week Rating Rate МГ----Week: 11/05/12 11/11/12 \$1,000.00 0.00 2 10/24/12 10/26/12 M-F 10-11a CM 10-11a --WTF--:30 2 \$350.00 P-2 0.00 NM \$700.00 Kelly Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/22/12 10/28/12 - - WTF-\$350.00 0.00 10/29/12 11/02/12 M-F 10-11a CM MTWTF--:30 \$350.00 P-2 0.00 NM \$1,400.00 10-11a Kelly Spots/Week Start Date **End Date** Rating Weekdays Rate Week: 10/29/12 11/04/12 MTWTF- -4 \$350.00 0.00 **KPNX** 11/05/12 11/05/12 M-F 10-11a M- - - - -:30 \$350.00 P-2 0.00 NM \$350.00 CM 10-11a Kelly Start Date **End Date** Weekdays Spots/Week Rate Rating

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Order / Rev: 724394 Advertiser: Vernon Parker for Congress

Alt Order #: 06392392 Product Desc: PARKER FOR CONGRESS Flight 10/24 KPNX

Flight Dates: 10/24/12 - 11/06/12 Estimate:

Ln Ch Start End	Inventory Code	e Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
6 KPNX 11/05/12 11/05	/12 M-F 10-11a Kelly	СМ	10-11a	M	:30	1	\$350.00 P-2	0.00 NM	1	\$350.00
Start Date End D	,	Spots/Week	Rate	Rating						
Week: 11/05/12 11/11/		1 CM	\$350.00	0.00	-20		Ф500 00 D 4	0.00 NIM	0	£4 000 00
7 KPNX 10/24/12 10/20	/12 M-F 12-1230p 12 News at Noo	CM n	12-1230p	WГF	:30	2	\$500.00 P-1	0.00 NM	2	\$1,000.00
Start Date End D Week: 10/22/12 10/28/		Spots/Week 2	Rate \$500.00	Rating 0.00						
8 KPNX 10/29/12 11/02	=	CM	12-1230p	MTWTF	:30	3	\$500.00 P-1	0.00 NM	3	\$1,500.00
	12 News at Noo									
Start Date End D Week: 10/29/12 11/04/		Spots/Week 3	Rate \$500.00	Rating 0.00						
9 KPNX 11/05/12 11/05	/12 M-F 12-1230p 12 News at Noo	CM n	12-1230p	M	:30	1	\$500.00 P-1	0.00 NM	1	\$500.00
Start Date End D		Spots/Week	Rate	Rating						
Week: 11/05/12 11/11/		CM	\$500.00 5-530p	0.00 WTF	:30	2	\$900.00 P-1	0.00 NM	2	\$1,800.00
10 10 10/24/12 10/20	M-F 5-530p	OW	О ОООР	,,,,	.00	_	Ψ000.001 1	0.00 14101		ψ1,000.00
Start Date End D Week: 10/22/12 10/28/		Spots/Week 2	Rate \$900.00	Rating 0.00						
11 KPNX 10/29/12 11/02	=	CM	5-530p	MTWTF	:30	4	\$900.00 P-1	0.00 NM	4	\$3,600.00
Start Date End D	M-F 5-530p	Spots/Week	Rate	Rating						
Week: 10/29/12 11/04/	_	<u>3pots/week</u> 4	\$900.00	0.00						
12 KPNX 11/05/12 11/05	/12 M-F 5-530p M-F 5-530p	СМ	5-530p	M	:30	1	\$900.00 P-1	0.00 NM	1	\$900.00
<u>Start Date</u> <u>End D</u> Week: 11/05/12 <u>11/11/</u>		Spots/Week 1	Rate \$900.00	Rating 0.00						
13 KPNX 10/24/12 10/26	/12 M-F 6-630p 12 News 6pm	СМ	6-630p	WΓF	:30	2	\$1,400.00 P-1	0.00 NM	2	\$2,800.00
<u>Start Date</u> <u>End D</u> Week: 10/22/12 10/28/		Spots/Week 2	Rate \$1,400.00	Rating 0.00						
14 KPNX 10/29/12 11/02	/12 M-F 6-630p 12 News 6pm	СМ	6-630p	МГWГF	:30	3	\$1,400.00 P-1	0.00 NM	3	\$4,200.00
<u>Start Date</u> <u>End D</u> Week: 10/29/12 <u>11/04/</u>		Spots/Week 3	Rate \$1,400.00	Rating 0.00						
15 KPNX 11/05/12 11/05	/12 M-F 6-630p 12 News 6pm	СМ	6-630p	М	:30	1	\$1,400.00 P-1	0.00 NM	1	\$1,400.00
Start Date End D Week: 11/05/12 11/11/		Spots/Week	Rate \$1,400.00	Rating 0.00						
16 KPNX 10/24/12 10/26			10-1035p	WTF	:30	2	\$2,500.00 P-1	0.00 NM	2	\$5,000.00
Start Date End D	12 News 10 pm ate Weekdays	M-Su Spots/Week	Rate	Rating						
Week: 10/22/12 10/28/			\$2,500.00	0.00						
17 KPNX 10/29/12 11/02	/12 M-F 10p News M-F 10pm News	CM	10-1035p	МГWГF	:30	4	\$2,500.00 P-1	0.00 NM	4	\$10,000.00
Start Date End D Week: 10/29/12 11/04/		Spots/Week	Rate \$2,500.00	Rating 0.00						
18 KPNX 11/05/12 11/05	/12 12 News 10pm N	л-SU СМ	10-1035p	M	:30	1	\$2,500.00 P-1	0.00 NM	1	\$2,500.00
Start Date End D	12 News 10 pm ate Weekdays	Spots/Week	Rate	Rating						
Week: 11/05/12 11/11/	M	1	\$2,500.00	0.00						
19 KPNX 10/29/12 11/02	Early Morning (M		4-9a	МГWГF	:30	2	\$500.00 P-1	0.00 NM	2	\$1,000.00
Start Date End D Week: 10/29/12 11/04/		Spots/Week 2	Rate \$500.00	Rating 0.00						
20 KPNX 10/27/12 10/27	/12 Saturday Mornin	g News CM	Various	S-	:30	1	\$0.00 P-1	0.00 NM	1	\$0.00
w/value \$425 LUR adjus	12 News Sat To ment 9/17-9/23	day								

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Alt Order #: 06392392 Product Desc: PARKER FOR CONGRESS Flight 10/24 KPNX

Flight Dates: 10/24/12 - 11/06/12 Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 10/27/12 10/27/12 Saturday Morning News CM :30 0.00 NM \$0.00 20 KPNX Various \$0.00 P-1 12 News Sat Today w/value \$425 LUR adjustment 9/17-9/23 **End Date** Start Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ---S-0.00 \$0.00 21 KPNX 10/28/12 10/28/12 Sun 8-10a СМ ----S :30 \$0.00 P-1 0.00 NM Various \$0.00 12 News Sun Today w/value \$400 LUR adjustment 9/17-9/23 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$0.00 0.00 22 KPNX 10/24/12 10/26/12 M-F 530-6a 530-6a - - WTF- -:30 \$0.00 P-1 0.00 NM CM 1 1 \$0.00 12 News Today w/value \$200 LUR adjustment 10/2-10/7 Start Date End Date Weekdays Spots/Week Rate Rating 10/28/12 - - WTF- -Week: 10/22/12 \$0.00 0.00 23 KPNX 10/24/12 10/26/12 M-F 10p News СМ 10-1035p --WTF--:30 1 \$0.00 P-1 0.00 NM \$0.00 M-F 10pm News w/value \$1200 LUR adjustment 9/24-9/30 **End Date** Weekdays Spots/Week Start Date Rate Rating Week: 10/22/12 10/28/12 - - WTF- -\$0.00 0.00 24 KPNX 10/27/12 10/27/12 Saturday Morning News CM Various ---S-:30 1 \$0.00 P-1 0.00 NM \$0.00 1 12 News Sat Today w/value \$400 LUR adjustment 9/24-9/30 Start Date **End Date** Weekdays Rating Spots/Week Rate \$0.00 ---S-Week: 10/22/12 10/28/12 0.00 25 KPNX 10/24/12 10/26/12 1-2p Arizona Midday CM 1-2p - - WTF- -:30 1 \$0.00 P-1 0.00 NM \$0.00 Arizona Midday w/value \$65 LUR adjustment 9/24-9/30 Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 10/22/12 10/28/12 - - WTF- -\$0.00 0.00 26 KPNX 10/24/12 10/26/12 M-F 4-430a - - WTF- -\$0.00 P-1 CM 4-430a :30 1 0.00 NM \$0.00 1 **NBC Early Today** w/value \$25 LUR adjustment 9/24-9/30 Spots/Week Start Date End Date Weekdays Rate Rating - - WTF- -Week: 10/22/12 10/28/12 \$0.00 0.00

\*Tax 1 Note: Tax 0.5%. Totals 51 \$47,650.00